SoundCloud Partners with Native Instruments, Serato, Virtual DJ, DEX3, Mixvibes and Hercules

Integrations will enable DJs to stream and mix SoundCloud's one-of-a-kind music catalog through their favorite DJ performance software

SoundCloud rolls out high quality audio streaming to support DJ integrations

October 18, 2018, Amsterdam, Netherlands -- SoundCloud, the world's largest open audio platform, announced today it has partnered with Native Instruments, Serato, Virtual DJ, DEX3, Mixvibes and Hercules, to integrate SoundCloud's one-of-a-kind music catalog into their leading DJ performance software.

The integrations will enable creators to stream and mix SoundCloud's massive catalog of original tracks, DJ sets, mixes, and more in high quality using a SoundCloud Go+ subscription and their favorite DJ application. The partnerships mark the first time DJs will have unlimited, immediate access to a unique catalog of this size, directly through professional DJ performance software.

"Until recently, digital workflows for DJs were limited to downloads and physical media, but streaming workflows are the future," said Kerry Trainor, Chief Executive Officer, SoundCloud. "SoundCloud is committed to empowering creators with the best tools and resources to grow their careers, which is why we are excited to partner with these leading companies to help DJs take their workflow to the next level. Through these partnership, DJs will have the largest, most diverse streaming music catalog ever assembled instantly accessible within the tools they use everyday."

Pedram Faghfouri, Director of Products, Traktor added: "Native Instruments and SoundCloud share a vision to inspire and empower music lovers and creators so we're excited to work on this milestone integration. The news means more users will be able to seamlessly go from inspiration to creation, whether a first time DJ, hobbyist or professional. User feedback and collaboration is central to the development of all of new TRAKTOR products and services and streaming has been a hot topic across our audiences. With over 500,000 TRAKTOR users and new hardware and software released today, we're pleased to continue pushing the boundaries of what's possible with digital DJing and look forward to sharing more on this integration early next year."

To support the integrations, SoundCloud announced yesterday via a blog post, it has added high quality audio streaming to SoundCloud Go+, its premium content subscription offering. All content uploaded to SoundCloud in a high bitrate or lossless format will be available to stream in high quality at AAC 256 kbps. Subscribers can opt-in to high quality streaming by going to their SoundCloud settings under "streaming quality."

SoundCloud Go+ gives listeners access to 190 million tracks from more than 20 million creators around the world, with offline sync, no advertising, and high quality audio streaming--all for $9.99/€9.99 per month. SoundCloud Go+ is available through SoundCloud's existing apps on the iOS App Store, Google Play or by visiting soundcloud.com/go.

Integrations with Native Instruments, Virtual DJ, DEX3, Mixvibes and Hercules will begin rolling out in 2019, with the Serato integration rolling out in a forthcoming release. Details regarding each integration will be announced at a later date.

About SoundCloud
SoundCloud is the world's largest open audio platform, powered by a connected community of creators, listeners and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud empowers the world's audio creators with the best tools, services and resources to build and grow their careers. With over 190 million tracks from 20 million creators heard in 190 countries, what's next in music is first on SoundCloud.

About Native Instruments

Native Instruments is the industry leader in innovative, software, hardware and digital services for music creation, production, and DJing. Founded in 1996, the company pioneered the application of real-time sound synthesis on standard computers.Today, NI caters to producers, performers, and DJs with a comprehensive ecosystem of connected hardware and software systems: KOMPLETE, the industry-leading collection of virtual instruments and effects, complemented by a range of keyboard controllers and audio interfaces; MASCHINE, a powerful range of beat-making instruments now at the heart of hip-hop and electronic music communities; and TRAKTOR, the first DJ software to conquer the club, and now a range of integrated controllers that power house parties, club booths, and the world's biggest stages.In 2018, Native Instruments launched Sounds.com, a market-leading online subscription platform for loops and samples that also creates new revenue and promotion opportunities for individuals, brands, and business across the music industry. Along with recent acquisitions of Metapop and The Loop Loft, these three online platforms further enhance NI's ecosystem for music creation and community.Based in the heart of the German capital's creative hub, the company currently employs around 600 people in its seven offices in Berlin, Los Angeles, Tokyo, London, Toronto, Paris, and Shenzhen, and works closely with more than 40 international distribution partners to ensure its future growth and success.

About Serato

Serato makes premium audio software for music lovers worldwide. In 1999 Serato launched with Pitch 'n Time, still the world's foremost studio plugin for time-stretching and pitch-shifting technology. On the strength of Pitch 'n Time, Serato moved into the DJ industry, changing the game with the release of Serato Scratch Live, and later Serato DJ Pro and Serato DJ Lite. Serato has recently returned to the diverse world of music production with the release of Serato Sample, a high-quality sampling plugin for producers.

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Serato

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